

## Animal Services Department – Marketing and Public Relations Services

### 2.0 SCOPE OF SERVICES

#### 2.1 Background

Miami-Dade County, hereinafter referred to as “the County”, as represented by the Miami-Dade County Animal Services Department (ASD), is soliciting proposals from qualified public relations firms to plan, develop and execute a targeted shelter public education and awareness campaign. The campaign must generate publicity in print, television, radio, and online outlets that will generate news coverage, feature articles, event listings, and related publicity leading up to the grand opening of the new shelter, during a three-month period after the shelter grand opening and as needed. The selected Proposer must ensure the information regarding the new shelter location and any related program improvements are kept in the media to maintain the public informed. The selected Proposer will perform on a work order basis.

Every year, ASD provides refuge for over 27,000 unwanted cats and dogs. ASD staff and volunteers work diligently to find life-long homes for the abandoned animals in its care by facilitating onsite adoptions, hosting off-site adoption events throughout the community, and working collaboratively with over 70 rescue organizations who share in ASD’s goal of a “no kill” Miami-Dade County. Additionally, ASD provides care and shelter as well as, “lost and found” assistance for lost pets until they are claimed by their owners.

ASD will be opening a new shelter that will be located at 3651 NW 79 Avenue, Doral, Florida 33166. The new shelter will feature an adoption center with best practice animal quarantine areas to protect animals and prevent the spread of disease. The improved clinic facility will have higher capacity to provide services such as spay and neuter to accommodate the County’s growing community. Construction of the new shelter is underway and it is expected to be completed and opened in the winter of 2015.

#### **ASD Goals and Objectives**

##### **I) Promote Pet Adoptions**

- a) Increase on-site shelter adoptions by developing innovative multi-channel promotions that create a buzz and draw people to the shelter.
- b) Increase off-site pet adoptions by developing “stand-out” buzz creating multi-channel promotions that draw adopters to the events.
- c) Increase the number of off-site adoption events through networking and developing or strengthening partnership opportunities that increase and facilitate adoption events.
- d) Increase the number of partnerships with animal welfare and rescue organizations that share in “no kill” goals and contribute to our “live” release efforts.

##### **II) Develop and Increase Community Education Efforts**

- a) Decrease shelter intake and overcrowding by promoting pet retention programs, e.g., Deferral Program, pet loss prevention such as pet microchipping – to include focus on keeping information updated, and spay/neuter.

##### **III) Increase Community Support for ASD**

- a) Improve perception of ASD by creating a sense of trust and transparency by including save rate information and promoting re-enforcing commitment to “no kill” programs and efforts in all communication materials and public relation efforts. Criteria for measurement of success of these efforts need to be established.
- b) Garner at least six stories per Q featuring the campaign’s key messages in local media (TV, print, radio and online).

## **2.2 Preferred Qualifications**

The selected Proposer should have:

### **A. Marketing and Advertising:**

- 1) A minimum of three (3) years relevant experience (within five years) developing and managing marketing campaigns, and
- 2) Experience in media purchasing and placement, graphic design, branding, direct mail, market research, outdoor, email marketing, website/internet display, distribution channel analysis, multi-lingual copywriting and translation, and social media strategies and campaign management.

### **B. Media and Public Relations:**

- 1) A minimum of three (3) years relevant experience (within five (5) years) developing and managing public relation campaigns.
- 2) Experience in media relations, crisis communications, social media strategies and campaign management, market research, special event planning and management, community outreach, translation services, development of press releases, media kits, and publicity.

## **2.3 Service Category, Tasks and Deliverables**

### **1) Media and Public Relation Services**

Examples of specific tasks are:

- a) Develop a strategic public relations plan that includes media relations, community outreach, communication strategy, and timeline for implementation.
- b) Develop media lists.
- c) Research, write and distribute press releases to targeted media outlets.
- d) Recommend public relations and publicity efforts to supplement paid advertising, including cooperative advertising partners.
- e) Develop a media kit.
- f) Develop speeches/talking points as directed.
- g) Fulfill media requests as directed by ASD.
- h) Coordinate and manage press conferences, media tours and special events.
- i) Pitch stories to targeted media audience.
- j) Provide creative ideas for unique partnerships to leverage resources.
- k) Provide monthly press clippings report.
- l) Provide media training for County spokespersons.
- m) Assist County staff with the implementation and promotion of special community outreach and/or promotional projects and events in collaboration with local partners.
- n) Create various outreach programs that target specific demographics based on program needs.

### **2) Deliverables**

Deliverables for assigned tasks shall be specified in the applicable Work Order (see Section 2.6, Work Order Process)

## **2.4 Use of Materials**

All creative produced materials and elements of the campaigns developed by the selected Proposer for the County shall become the property of the County, as will all materials, film negatives, art, radio and/or TV spots, etc. as well as, campaign treatments developed but not utilized.

The County maintains the right to use any materials generated by the selected Proposer in other County material generated by County personnel and may do so without the selected Proposer's consent or

approval. The County acknowledges certain legal constraints and, as such, requires new universal releases for materials unless cost considerations become prohibitive such as model releases, music, photographs, etc. and retains sole right to use materials created for the County as it sees fit. All restrictions on contracted materials such as stock photos, voice talent, models, etc. shall be provided to the County by the selected Proposer with implications stated prior to production by the selected Proposer.

## **2.5 Additional Services**

The County reserves the right to negotiate with the selected Proposer awarded a work order for, or directly contract, all printing necessary for the implementation of any creative or media campaign. The creative and related specifications from the selected Proposer will be coordinated with and provided to, the County prior to printing. The selected Proposer, if requested, shall provide the printing of materials with the consultation of the County. Any printing will be done on a net basis.

## **2.6 Work Order Process**

The selected Proposers will participate in a work plan and work order process. The County intends to award up to two (2) selected Proposers per service category as "Highest Ranked" and "Second Highest Ranked" Contractors. Selected Proposers will be identified for work assignments based on their designation as "Highest Ranked" and "Second Highest Ranked" in the service category. Following is the Work Order process:

### **A. Assignments**

When the need arises, ASD will develop work order assignments, and provide the "Contractor" with information regarding the specific objectives anticipated deliverables and desired outcomes and timelines.

### **B. Work Plan**

After the assignment has been defined by ASD, the Highest Ranked Contractor shall prepare a written work plan for review and approval by the ASD. The written work plan must be received by the ASD as defined in each request, which shall include, but not limited to the following:

1. Description of the proposed approach;
2. Names of the key personnel who will be performing the work, including each person's job title, hourly rate and estimated number of hours each will spend on the assignment;
3. Cost per staff person (based on the negotiated rates), or fixed price;
4. Projected timeline of tasks and date of assignment completion; and
5. Total price for the assignment.

### **C. Work Order**

Work Orders will be issued by the ASD for all work to be performed under any contract as a result of this Solicitation. Multiple work orders may be issued simultaneously, depending on the need for the services. The ASD anticipates issuing work orders based on approved work plans as described above.

The County reserves the right to enter into negotiations with the selected Proposer for each specific work order. Pricing may be established in each particular Work Order based on the agreed upon hourly rates. However, the County reserves the right to award individual work orders on a fixed price basis. Additionally, submittal of hourly rates shall in no way preclude the County from negotiating for lower hourly rates for specific work orders.

In the instance where the Highest Ranked Contractor in a key area is a) unable to respond in a timely manner, b) cannot fulfill its contractual obligations due to time constraints, c) cannot reach an acceptable

work order arrangement through negotiations, the ASD reserves the right to request a work plan from the Second Highest Ranked Contractor, and assign the work the Second Highest Ranked Contractor.

When an assignment falls under multiple service categories, the ASD, at its sole discretion, will determine which key area to utilize or may request a work plan from both.

Note: All costs associated with estimating a project shall be borne by the selected Proposer, and the selected Proposer shall not have any claim, financial or otherwise, against the ASD or the County, as a result of the ASD modifying or canceling a work order.

## **2.7 Payment Schedule**

The selected Proposer may bill monthly for service completed unless otherwise specified in Work Order. All billings shall be accompanied by a breakdown including hours by position, supporting documentation and total expenses. The County will only pay the selected Proposer for work actually performed under the Work Order.

DRAFT